

IN THE CLAIMS:

Please amend Claims 55 to 59 as shown below. The claims, as currently pending in the application, read as follows:

1. to 54. (Cancelled)

55. (Currently Amended) An apparatus for providing image displaying services comprising:

local advertising information receiving means for receiving local advertising information corresponding to the place at which a user terminal is hosted from [[an]] a first advertiser entity;

widespread advertising information receiving means for receiving widespread advertising information from a second advertiser entity via a portal, wherein the widespread advertising information is shared between a plurality of said apparatuses;

storing means for storing the local advertising information and the widespread advertising information in an advertising database;

photo image receiving means for receiving a photo image data from a user terminal;

first display controlling means for displaying thumbnail images corresponding to the received photo image data at the user terminal;

selection receiving means for receiving a selection at the user terminal of a displayed thumbnail image; and

obtaining means for obtaining the local advertising information from the advertising database; and

second display controlling means for displaying the photo image data corresponding to the selected thumbnail image and the obtained local ~~with the received~~ advertising information together at the user terminal.

56. (Previously Presented) An apparatus according to Claim 55, further comprising:

third display controlling means for displaying the photo a service menu at the user terminal; and

receiving means for receiving a request of the service menu from the user terminal,

wherein the first display controlling means displays the thumbnail images at the user terminal in response to the request received by the receiving means.

57. (Previously Presented) An apparatus according to Claim 55, wherein the image receiving means receives the image data via a cable head end.

58. (Currently Amended) A method for providing image displaying services comprising the steps of:

receiving local advertising information corresponding to the place at which a user terminal is hosted from [[an]] a first advertiser entity;

receiving widespread advertising information from a second advertiser entity via a portal, wherein the widespread advertising information is shared between a plurality of apparatuses;

storing the local advertising information and the widespread advertising information in an advertising database;

receiving a photo image data from a user terminal;

displaying thumbnail images corresponding to the received photo image data at the user terminal;

receiving a selection at the user terminal of a displayed thumbnail image;

and

obtaining the local advertising information from the advertising database;

and

displaying the photo image data corresponding to the selected thumbnail image and the obtained local ~~with the received~~ advertising information together at the user terminal.

59. (Currently Amended) A computer-readable memory medium having computer-executable process steps stored thereon, wherein said process steps comprise:

a first receiving step for receiving local advertising information corresponding to the place at which a user terminal is hosted from ~~[[an]]~~ a first advertiser entity;

a second receiving step for receiving widespread advertising information from a second advertiser entity via a portal, wherein the widespread advertising information is shared between a plurality of apparatuses;

a storing step for storing the local advertising information and the widespread advertising information in an advertising database;

a ~~second~~ third receiving step for receiving a photo image ~~data~~ from a user terminal;

a display step for displaying thumbnail images corresponding to the received photo image ~~data at the user terminal~~;

a selection receiving step for receiving a selection at the user terminal of a displayed thumbnail image; ~~and~~

an obtaining step for obtaining the local advertising information from the advertising database; and

a second display step for displaying the photo image ~~data~~ corresponding to the selected thumbnail image and the obtained local ~~with the received~~ advertising information together at the user terminal.